

CONTRACT EXHIBIT B ATTACHMENT B

ZION NATIONAL PARK

GIFT SHOP MISSION STATEMENT

Park Purpose

The purposes of Zion National Park are to:

- Preserve the dynamic natural process of canyon formation as an extraordinary example of canyon erosion;
- Preserve and protect the scenic beauty and unique geologic features: the labyrinth of remarkable canyons, volcanic phenomena, fossiliferous deposits, brilliantly colored strata, and rare sedimentation;
- Preserve the archaeological features that pertain to the prehistoric races of America and the ancestral Indian tribes;
- Preserve the entire area intact for the purpose of scientific research and the enjoyment and enlightenment of the public; and
- Provide a variety of opportunities and a range of experiences, from solitude to high use, to assist visitors in learning about and enjoying park resources without degrading those resources.

Mission Statement

The mission goals of Zion National Park are to:

- Provide park visitors educational and recreational opportunities that foster an appreciation of Zion and its resources.
- Ensure that visitor impacts do not impair resources.
- Maintain the resource, including plant and animal communities, at healthy and viable levels consistent with natural processes.
- Manage cultural and physical resources to ensure long-term integrity.
- Ensure that the built environment provides for safe visitor and staff uses in a sustainable and cost-effective manner.
- Ensure that the organization is responsive to employee needs, recognizing the contribution of each individual.
- Foster mutually supportive partnerships with private organizations and individuals to achieve visitor use and resource protection goals.

Park Significance Statements

Statements of significance clearly define the most important things about the park's resources and values. They serve as a foundation for developing primary themes and desirable visitor experiences.

- Geology - Zion National Park: nowhere else on earth do the three forces of deposition, uplift, and erosion come together in such intimate and scenic fashion.
- Biologic Diversity, Natural Processes, and Wilderness - Zion National Park contains many diverse organisms. It preserves ongoing natural processes—geological (on-going canyon formation) and biological—which we deem inherently valuable. Zion’s many diverse and scientifically valuable resources are located in a wild land with few modern, man-made improvements. As such, they provide outstanding opportunities for preservation, study, and enjoyment.
- Human Use - Zion National Park contains a record of important, past human activity which provides guidance on the sustainable future use of this and other lands.

Park Interpretive Themes

Interpretive theme statements convey park significance. Primary parkwide interpretive themes are the key ideas through which the park’s nationally significant resource values are conveyed to the public. They connect park resources to the larger ideas, meanings, and values of which they are a part. They are the core component on which the interpretive program is based. Each primary theme will connect to a number of specific stories, or subthemes. These elements are helpful in designing individual services, ensuring that the main aspects of the primary themes are addressed.

- Geology - Zion National Park: nowhere else on earth do the three forces of deposition, uplift, and erosion come together in such intimate and scenic fashion.
 - Park geology and morphology span the last 260 million years of time from the deposition of the Kaibab formation, Zion’s oldest, to lava flows during the recent past one million years, including landslides and earthquakes.
 - Within its many geologic formations, Zion hides evidence of past life—from mountain-top fossilized seas shells to dinosaur footprints, from single ferns to petrified log-jams.
- Biologic Diversity, Natural Processes, and Wilderness - Zion National Park contains many diverse organisms. It preserves ongoing natural processes—geological (on-going canyon formation) and biological—which we deem inherently valuable. Zion’s many diverse and scientifically valuable resources are located in a wild land with few modern, man-made improvements. As such, they provide outstanding opportunities for preservation, study, and enjoyment.
 - Zion is noted for its geographical setting—located on the extreme western edge of the Colorado Plateau, adjacent to both the Great Basin and Mojave Desert physiographic provinces.
 - Zion’s diverse topography, climate, and elevation (ranging from 3700 to over 8800 feet elevation) and geography have played an important role in producing an incredible variety of habitats and life forms. This variety occurs in a relatively

small park area (147,000 acres). Also of special note is the number of year-round streams in this desert environment.

- Wilderness is its own reason for existence. It provides a time capsule of processes and resources which should, to the greatest degree possible, be managed and preserved unencumbered by human intervention.
- Human Use - Zion National Park contains a record of important, past human activity which provides guidance on the sustainable future use of this and other lands.
 - The record of past human use includes archaeological and archival evidence of several prehistoric and historic North American cultures—paleoindian, ancient Puebloan, Fremont, Southern Paiute, U.S. pioneer, and early National Park Service.
 - Contemporary human use of Zion National Park is to protect it as sanctuary with provisions for controlled recreational and scientific use.
 - The desired future of the park is that it continue its status as sanctuary, but with an increased awareness on the part of world citizens of their share in the responsibility of such protection. Future improvements to park infrastructure will serve as examples of sustainable design and construction.

Sale of Gifts, Souvenirs and Other Merchandise

The sale of gifts, souvenirs and other merchandise within Zion National Park is considered necessary and appropriate since these items enhance visitor understanding and appreciation of the park mission and values and complement visitor experiences. Information tags on merchandise foster awareness about park resources and values. Souvenirs provide tangible keepsakes to remind visitors of park experiences.

Objectives for the Sale of Merchandise

The objectives for the sale of merchandise, including gifts, souvenirs, apparel, outdoor recreational supplies, and visitor convenience items in Zion National Park are as follows:

- The primary selection of gifts and souvenirs relate to the park and its resources.
- Merchandise is attractive, tasteful and meets Service standards.
- Regionally or locally handcrafted or manufactured merchandise is preferred, consistent with park themes.
- Interpretive information in displays and on tags address park themes.
- Information is provided to help visitors have a safe visit and minimize impact on park resources from their activities.
- Quality items are available at a range of prices.
- Only plants and animals found within the park are depicted in merchandise.
- Development of unique theme-related items sold only in Zion National Park is encouraged.
- Some sales items, including logo items, are specific to Zion Lodge.
- Emphasis is on quality gifts, souvenirs and apparel appropriate for the clientele and relating to a full range of park themes.

- Convenience items are limited; however visitors are able to meet their essential needs for convenience items.
- Sales staff is knowledgeable about the merchandise as well as park resources and park activities, and assists visitors by answering questions and providing information about the park and surrounding area.